

**FRIDAY, MARCH 14, 2025**

BARCELONA ROOM	VENICE ROOM	VIENNA ROOM
<b>7:45 AM - 8:15 AM</b> <b>Tools to Build an Agency Using Under 65 Health</b> Hosted By: Clay Peek & Dave Schlarb	<b>7:45 AM - 8:15 AM</b> <b>Sell More Life Insurance with This Tax Savings Strategy</b> Hosted By: Luke Waller	<b>7:45 AM - 8:15 AM</b> <b>American Amicable Product Overview</b> Hosted By: Michelle Hilliker
<b>3:30 PM - 4:10 PM</b> <b>How to Make \$100k Off Your Current Book</b> Hosted By: Dallas Keithley	<b>3:30 PM - 4:10 PM</b> <b>Pathway to Profitability in Telesales</b> Hosted By: Chris Ball, Zach McElwain, & Tim Wright	<b>3:30 PM - 4:10 PM</b> <b>Elevate Your Retirement Closings</b> Hosted By: Pat Schmidt & Jay Curatti
<b>4:20 PM - 5:00 PM</b> <b>Navigating Changes in Medicare</b> Hosted By: Ty James & Matt Smith	<b>4:20 PM - 5:00 PM</b> <b>Growth &amp; Scale Workshop - Life</b> Hosted By: Chris Ball & Roger Short	<b>4:20 PM - 5:00 PM</b> <b>Marketing &amp; Cross Selling Panel</b> Hosted By: Cody Askins

**SATURDAY, MARCH 15, 2025**

BARCELONA ROOM	VENICE ROOM	VIENNA ROOM
<b>7:45 AM - 8:15 AM</b> <b>Increase Profitability through Ancillary Sales with Heartland National</b> Hosted By: Brandon Reid & Bella Steketee	<b>7:45 AM - 8:15 AM</b> <b>Advisors Excel: Resources &amp; Strategies to Increase Your Annuity Sales</b> Hosted By: Cameron Renfro	<b>7:45 AM - 8:15 AM</b> <b>Increase Efficiency &amp; Profitability with American Amicable</b> Hosted By: Michelle Hilliker
<b>3:30 PM - 4:10 PM</b> <b>The Principled Sales Process: Work Less, Earn More</b> Hosted By: Chris Ball, Roger Short, & Zach McElwain	<b>3:30 PM - 4:10 PM</b> <b>Under 65 Marketing Strategies</b> Hosted By: Ty James	<b>3:30 PM - 4:10 PM</b> <b>Mortgage Free Life</b> Hosted By: Brian Askins, Khirs Bryan, & Amy Searcy-Knirsch
<b>4:20 PM - 5:00 PM</b> <b>Biggest Retirement Roadblocks - Long Term Care &amp; Taxes!</b> Hosted By: Pat Schmidt	<b>4:20 PM - 5:00 PM</b> <b>Growth &amp; Scale Workshop - Medicare</b> Hosted By: Matt Smith	<b>4:20 PM - 5:00 PM</b> <b>Top Producers Panel</b> Hosted By: Brian Askins & Roger Short

## EVENT SCHEDULE

### FIRST DAY

#### THURSDAY MARCH 13<sup>TH</sup>

2:00 PM - 5:00 PM

Marketing, Branding, & Advertising  
Mastermind - Cody Askins  
*Windsor Ballroom*

6:00 PM - 10:00 PM

Welcome Social  
*Garden Terrace*

### SECOND DAY

#### FRIDAY MARCH 14<sup>TH</sup>

6:30 AM - 8:00 AM

Breakfast Provided  
*Versailles Room*

7:45 AM - 8:15 AM

Breakout Sessions  
*See Breakout Schedule*

8:30 AM - 12:00 PM

General Session  
*Windsor Ballroom*

12:00 PM - 1:30 PM

Lunch Provided  
*Versailles Room*

1:30 PM - 3:15 PM

General Session  
*Windsor Ballroom*

3:30 PM - 5:00 PM

Breakout Sessions  
*See Breakout Schedule*

6:00 PM - 10:00 PM

Evening Party (Dinner Provided)  
*Versailles Room*

### THIRD DAY

#### SATURDAY MARCH 15<sup>TH</sup>

6:30 AM - 8:00 AM

Breakfast Provided  
*Versailles Room*

7:45 AM - 8:15 AM

Breakout Sessions  
*See Breakout Schedule*

8:30 AM - 12:00 PM

General Session  
*Windsor Ballroom*

12:00 PM - 1:30 PM

Lunch Provided  
*Versailles Room*

1:30 PM - 3:15 PM

General Session  
*Windsor Ballroom*

3:30 PM - 5:00 PM

Breakout Sessions  
*See Breakout Schedule*

6:30 PM - 10:00 PM

Lasting Mark Gala (Dinner Provided)  
*Versailles Room*



**BREAKOUTS  
SCHEDULE**